CLAIMS

What is claimed is:

1. A method for defense against an unwanted communication, comprising the steps of:
    identifying a communication channel to a beneficiary of the unwanted communication;
    sending a communication via the communication channel to the beneficiary such that the communication imposes a cost to the beneficiary.

2. The method of claim 1, wherein the step of sending a communication via the communication channel to the beneficiary comprises the step of sending a communication via the communication channel that includes a request that the beneficiary cease further unwanted communications to a recipient of the unwanted communication.

3. The method of claim 1, wherein the step of sending a communication via the communication channel to the beneficiary is performed repeatedly in accordance with a set of strike back parameters.

4. The method of claim 3, further comprising the step of adjusting the cost by adjusting the strike back parameters.

5. The method of claim 1, wherein the step of identifying comprises the step of identifying a communication channel used by the beneficiary to obtain a benefit.

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6.   The method of claim 1, wherein the step of identifying comprises the step of calling a phone number contained in the unwanted communication.

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7.   The method of claim 1, wherein the step of identifying comprises the step of accessing a web site specified in the unwanted communication.

10   8.   The method of claim 7, wherein the step of identifying comprises the step of exploring a web site specified in the unwanted communication to find a web page that is financially important to the beneficiary.

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9.   The method of claim 1, wherein the step of identifying comprises the step of performing a pattern match on a text of the unwanted communication.

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10.   A defense coordinator, comprising:
     database having a set of records each corresponding to a suspected abusive marketer;
     intelligence process that identifies a
25   communication channel to a beneficiary of an unwanted communication and that records the communication channel in the record in the database that corresponds to the beneficiary.

30   11.   The defense coordinator of claim 10, wherein the intelligence process computes a hash of the unwanted communication and stores the hash in the record that corresponds to the beneficiary.

12. The defense coordinator of claim 11, wherein the intelligence process identifies a communication channel to a beneficiary of a subsequent unwanted communication by computing a hash of the subsequent unwanted communication and comparing the hash of the subsequent unwanted communication to the hashes stored in the records of the database.

13. The defense coordinator of claim 12, wherein the intelligence process creates a new record in the database for the beneficiary of the subsequent unwanted communication if the hash of the subsequent unwanted communication does not match the records in the database.

14. The defense coordinator of claim 13, wherein the intelligence process identifies the communication channel to the beneficiary of the subsequent unwanted communication by examining the unwanted communication and then stores the hash of the subsequent unwanted communication and the communication channel to the beneficiary of the subsequent unwanted communication in the new record.

15. The defense coordinator of claim 10, wherein the intelligence process determines a set of strike back parameters for the unwanted communication in response to a set of information contained in the record that corresponds to the beneficiary of the unwanted communication.

16. The defense coordinator of claim 15, wherein the

intelligence process sends the strike back parameters to a recipient of the unwanted communication.

17.   The defense coordinator of claim 15, wherein the defense coordinator strikes back against the beneficiary according to the strike back parameters.

18.   The defense coordinator of claim 15, wherein the strike back parameters are selected to provide an overall strike back against the beneficiary that is proportional to an overall magnitude of unwanted communications from the beneficiary.

19.   The defense coordinator of claim 15, wherein the strike back parameters specify a frequency and a total number of strikes.

20.   The defense coordinator of claim 15, wherein the intelligence process enables the beneficiary of the unwanted communication to stop any further strike backs by performing a manual operation.